



**Coalición para la Limpieza
Activa del Recurso Agua**

**Implemented by the
Academy for Educational Development (AED) in collaboration
with CICEANA (Mexico) and Earth Force**

**Sponsored by
the US Agency for International Development (USAID),
Cooperative Agreement #LAG-A-00-00-00023-00.**



The Coalition for the Active Clean-Up of Water Resources (CLARA) is funded by:



- 💧 **USAID/EGAT/ENV/ENR**
- 💧 **USAID/LAC**
- 💧 **USAID/Mexico, and**
- 💧 **USAID/Panama**

**in a three-year \$1.2 million
Cooperative Agreement with
The Academy for Educational Development**

STRATEGIC ALLIANCE



- ☐ Capacity building
- ☐ Develop a functional NGO coalition
- ☐ Develop social mobilization and participation strategies



- ☐ Electronic Communication
- ☐ Information Dissemination

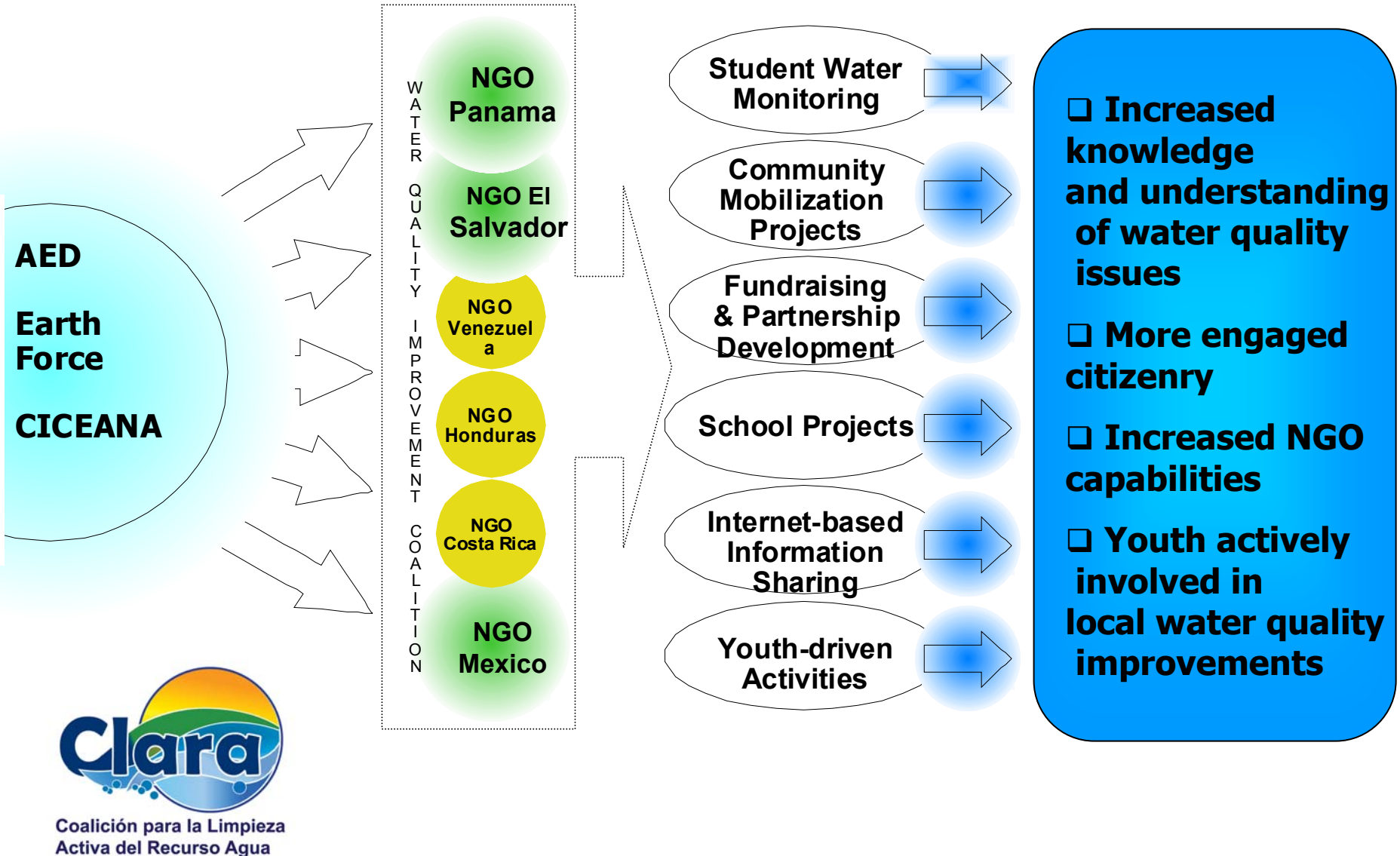
- ☐ Training in the GREEN methodology



PROJECT OBJECTIVES

- ☐ Engage and mobilize youth and other citizens to take a leadership role in promoting water quality improvements in their communities.
- ☐ Build indigenous capacity and competency among youth, teachers, and NGOs in basic and advanced water quality monitoring and improvement measures.
- ☐ Increase real-time information dissemination and exchange about water topics.

STRATEGY





CAPACITY BUILDING AND MOBILIZATION

- ❑ **Strengthen the capacity of NGOs to:**
 - ▢ NGO civic action
 - ▢ mobilize youth and communities to take action
 - ▢ develop effective water education materials
 - ▢ collect and share information electronically
- ❑ **Develop a functional NGO coalition**
- ❑ **Develop NGO fundraising skills**
- ❑ **Administer small grants to participating schools (\$250.00)**



ELECTRONIC NETWORK FOR INFORMATION DISSEMINATION

❑ Provide computer equipment and internet connection

❑ Develop electronic connectivity among NGOs, teachers and youth

❑ Develop computer skills



❑ Create a webpage, electronic bulletin and others

<http://clara.ciceana.org.mx>



GREEN METHODOLOGY

STEP ONE: Conducting a watershed inventory

STEP TWO: Selecting a watershed problem

STEP THREE: Looking at what people are doing

STEP FOUR: Deciding what to do

STEP FIVE: Taking Effective Civic Action

STEP SIX: Looking Back and Ahead

MODULE: Measuring weather



WATERSHED PROTECTION

Chemical Parameters



Eight Parameters Used In Water-Quality Tests

- Dissolved Oxygen (ppm)
- Fecal Coliform (colonies/100ML)
- pH (units)
- Biological Oxygen Demand (ppm)
- Temperature change
- Phosphates (ppm)
- Nitrates (ppm)
- Turbidity (JTU)



CLARA's LOCAL PARTNERS

PANAMA

Parque Natural Metropolitano



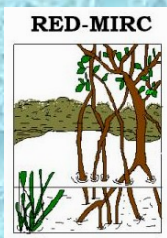
EL SALVADOR FUNDAMUNI



MEXICO

States of:

Michoacan: CESE, Parque Nacional Cupatitzio



Quintana Roo: Amigos de Sian Ka'an, Amigos del Manati, COBIOTEC



CONSEJO NACIONAL DE CUERPOS
DE CONSERVACIÓN MEXICANOS A.C.



and Guanajuato,
through CNCCM

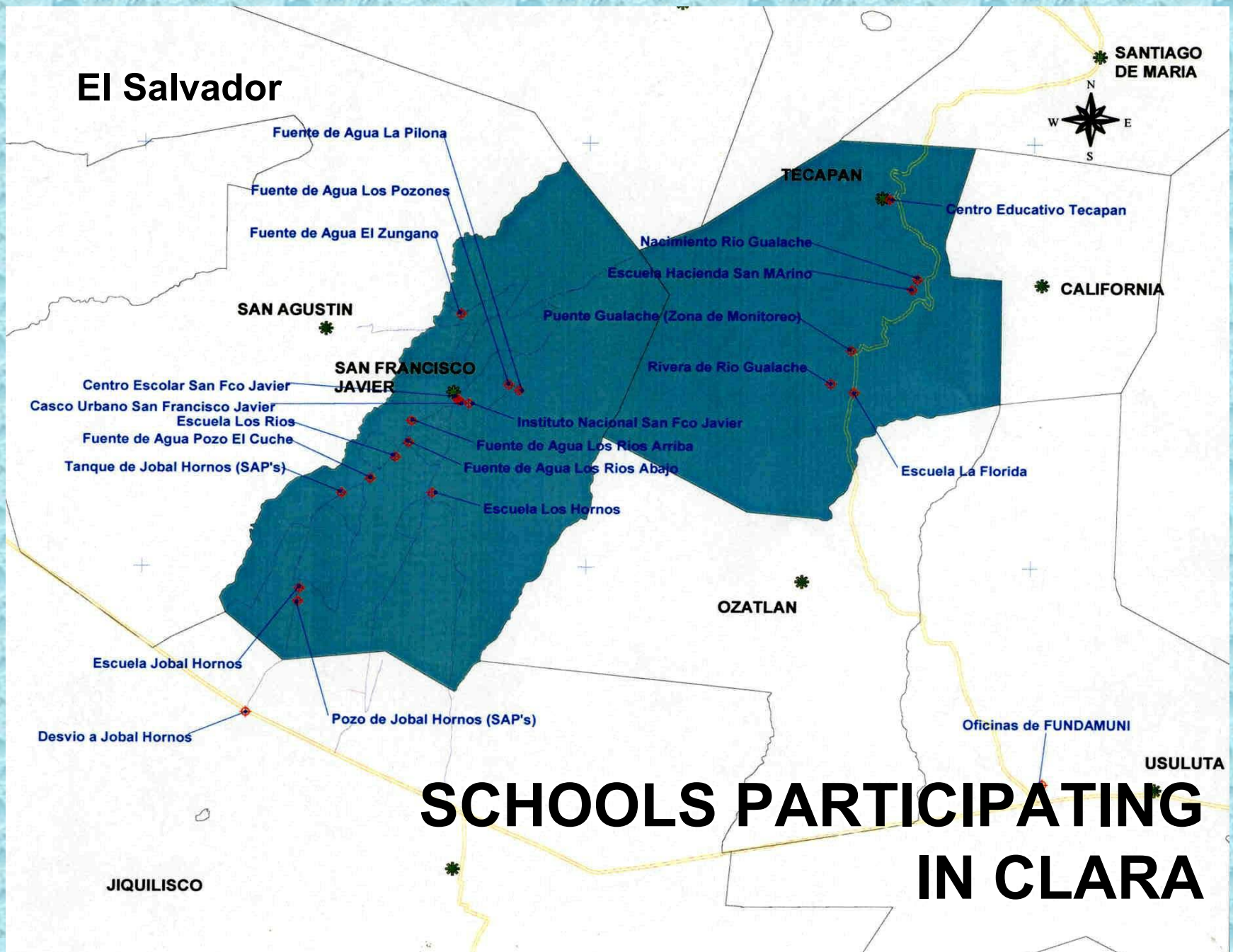
MONITORING AND EVALUATION: Success Indicators

A. Improved Human and Institutional Capacity

- 💧 9 NGOs implementing CLARA in El Salvador, Mexico, Panama, and Venezuela
- 💧 364 people (including youth) TRAINED in the methodology
- 💧 258 YOUNG PEOPLE CURRENTLY ACTIVE IN CLARA
- 💧 7 NGO and Teacher Training Workshops
- 💧 58 participant schools:
 - 17 urban schools in Panama;
 - 11 rural schools in El Salvador; and
 - 30 rural schools in Mexico



El Salvador



EXAMPLES OF STRATEGIC PARTNERSHIPS DEVELOPED



Ministry of Education



CARE
EL SALVADOR



GreenCOM
Strategic Environmental Communication

Internet Café's, Information Centers, and the Media

Ministry of the Environment



Universities



Ministry of Health

Municipalities

Water Commissions

SUCCESS INDICATORS

B. Increased Dissemination of Concepts and Tools

- 💧 11,181 hits on the CLARA Website
- 💧 4000 people informed about CLARA through participation in and activities organized by CLARA staff
- 💧 Increased press coverage
- 💧 Produced and distributed 400 training manuals and 130 low cost water monitoring kits
- 💧 Communication materials designed and validated: Brochure, Information kit, electronic discussion, Quarterly electronic bulletin, Listserves, Video

"Si mi cuenca hablara, me pediría
que la cuidara."
Lorelido Leya. C.I. 18.705.573. 6to
Escuela Bolivariana Altamira

Drawing and mural
contest

SUCCESS INDICATORS

C. Improved Understanding of and Participation in Water-Quality and Weather Monitoring

- 💧 **Monitored a total of 21 sources of water:**
El Salvador: 10 wells and a river
Panama: 8 sites along the Rio Curundu
Mexico: Lake Cupatitzio,
- 💧 **Students have advanced in steps:**
El Salvador: 1, 2, 3 and 4 of the GREEN methodology;
Panama step 2, and 1 school step 4; and Mexico step 2.
- 💧 **Students have selected a problem and developed a plan of action to engage communities, government institutions, media and academia.**

CLARA STUDENTS IN EL SALVADOR

💧 Youth working on solving problems related to water contamination



Fuente	T°	OD	% sat	Turbidez	NO ₃	PO ₄	pH	Colif. Fec.
Pozo Artesanal	24 °C	4 ppm	48	0 UTJ	5 ppm	4 ppm	7	Positivo
Caja De Captación	26 °C	4 ppm	51	40 UTJ	0 ppm	4 ppm	7	Positivo



Chemical analysis

Field observation

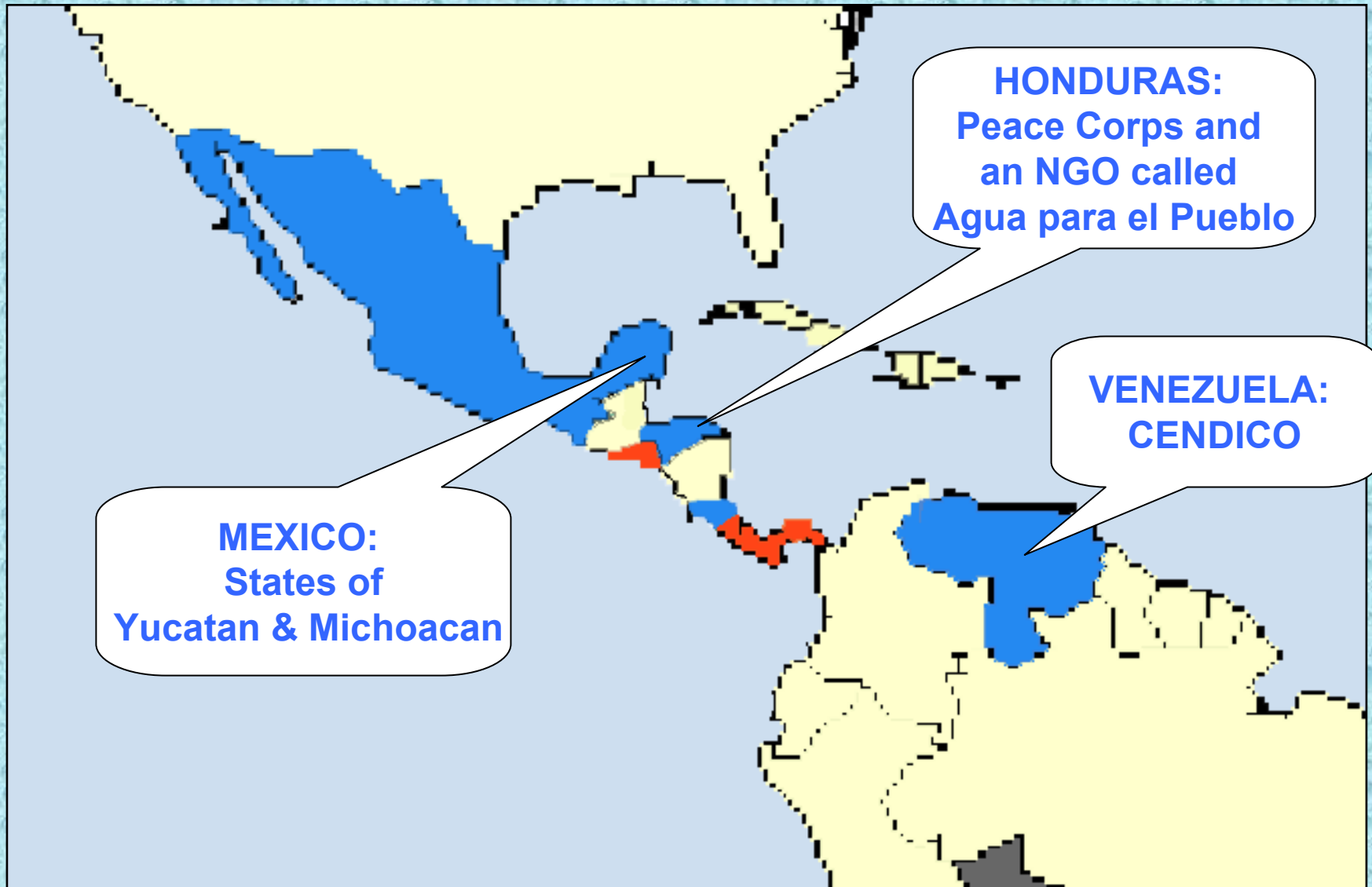
- 💧 pozos destapados o desprotegidos
- 💧 basura alrededor
- 💧 servicios sanitarios cerca de los pozos
- 💧



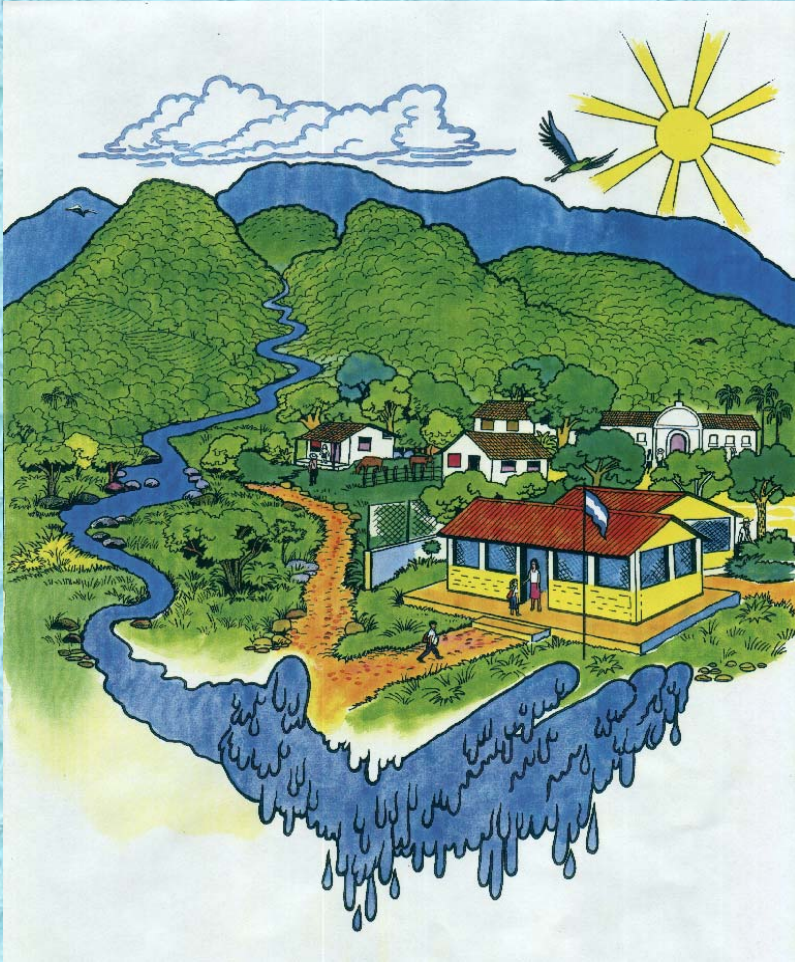
THE FUTURE: YEAR TWO & THREE WORK PLANS

- ☐ **Convene Electronic Discussion Forums / Intercultural Exchange**
- ☐ **Expand Project to Other Countries in the Region**
- ☐ **Formalize the NGO network**
- ☐ **Lessons Learned/Best Practices Guide**
- ☐ **Close-Out Conference**
- ☐ **Country-Specific Field Activities**
- ☐ **Project-Level Activities**

Opportunities for Expansion



OUTCOMES



- ☐ Increased knowledge and understanding of water quality issues
- ☐ More engaged citizenry
- ☐ Increased NGO capabilities
- ☐ Youth actively involved in local water quality improvements

COALITION FOR THE ACTIVE CLEAN-UP OF WATER RESOURCES



con Peace Corps lo que hay que ver
amiga, es si ellos ademas de sus
voluntarios estarian en la posibilidad de
\$ para proyectos en las escuelas,
materiales educativos, (que esto
inclusive como GreenCOM lo
cofinanciamos con ellos, y puede ser
interesante, si ellos ponen plata y gente
que pueda recopilar las experiencias y
hacer el libro de lecciones